

**TEACHERS' UNIVERSITY CENTRE FOR DISTANCE EDUCATION
PROGRAMME PROJECT REPORT (PPR)**

TRADITIONAL PROGRAMS AT CTU

Course: Bachelor in Journalism & Mass Communication (BAJMC)

Duration: 3 Years

A. Programme Mission and Objective:

The aim of CTU in starting Bachelor in Journalism & Mass Communication is to create media professionals for delivering better in Media sector, both theoretically and practically.

(a) Rationale : The main reason for offering this programme are :

Media studies is an exciting and growing field- Media in whole, is an emerging field of opportunities with diversified sectors of Journalism and Mass Communication. It creates ample of opportunities to work with various media organizations and stay updated with every upcoming technology in the market.

Media is a diverse and dynamic field- This field of Journalism and Mass Communication is open for students from varying educational backgrounds such as Science, Arts and Commerce.

(b) Goals and objectives:

To provide a career for students as skilled media professionals, ready to take up the challenges of the domain with their theoretical and practical knowledge .

To train students with required skills as human resource in Journalism and Mass Communication domain

B. Relevance of the programme with HEI's Mission and Goals :

The programme is entirely in line with the CTU strategic goals as well as its Mission to provide superior professional education, nurturing translational and transformational research in Journalism and Mass Communication sector for the benefit of the society. The programme is also consistent with Higher Education vision 2020 to transform society towards knowledge society and making education an improved tool to realize knowledge, economy and society.

C. Nature of prospective target group of learners :

A class XII Pass in any stream from any statutory board in the country or abroad.

The Certificate should have been obtained from a recognized board, established by law in India and the medium of instruction for the degree should be English. A candidate who has scored minimum passing marks in the qualifying examination will be eligible for admission to the B.A. Journalism and Mass Communication Course.

D. Appropriateness of programme to be conducted in open and distance learning mode to acquire specific skills and competence

This course is intended for professional's practitioners, researchers and students from widerange of backgrounds who aim to develop their knowledge and insights pertaining to the Journalism

and Mass Communication discipline. The course is designed to provide critical and practical skills to analyse, evaluate, design and implement solutions and strategies with regards to media and its issues.

E. Instructional Delivery Mechanism

CTU follows a modern ICT enabled approach for instruction. The methodology of instruction in CTU is different from that of the conventional /regular programs. Our system is learner-oriented and the learner is an active participant in the teaching-learning process. Most of the instructions are imparted through online and distance mode. Academic delivery systems of CTU are:

Print Material: CTU mainly focuses on Self Learning Material (SLM) and their graduation by eminent teachers/academicians both from CTU and other reputed universities/institutions. As text information plays a vital role in distance education, print-based instruction has a critical role in CTU distance learning initiatives.

Audio-Visual Material Aids: The learning package contains audio and video programmes which have been produced by the University for the enhancement of understanding of the course material given to the student. The video lectures are uploaded in the University website for the student's access.

Online/Virtual Classes: Delivery of classroom-like lectures will also be available in the student portal for enhanced learning experience.

Laboratory facilities: CTU has advanced laboratory for practical training for younger minds to get hands on experience in cutting edge techniques.

I) Identification of Media

Print, Audio-Video and Online media will be utilized for the dissemination of knowledge relevant to the program enrolled.

II) Student support system

CTU provides an exclusive online portal for students to cater to all of their academic related matters such as notification of contact classes, assignment details, course material, and examination schedule. In addition, each student has provision to seek guidance, counseling and career guidance throughout the program.

F. Procedure for admissions, curriculum transaction and evaluation

Admission to all the programs is through notification in newspaper and on University website. The admission procedure involves submission of filled application by the candidates after paying the prescribed fees. The admission scrutiny committee evaluates all the submitted applications and recommends the eligible candidates. The selected candidates are notified through admissions office and also on the University website. The selected candidates are expected to report within the stipulated timeframe for provisional admission to the program.

Curriculum transaction for the program is through the designated online student portal as detailed below.

Skill based ODL Programs at CTU

By now, open and distance learning (ODL) Institutions have established themselves as an alternative to provide education especially at tertiary level. But from past few years many ODL institution also diverted their attention towards improving skills of teachers and industrial workforce through in-service teaching programme and skill development programmes. Yet, despite the rapid expansion of ODL institutions, policy-makers have limited evidence regarding the actual outcomes and impact of such initiatives. Such ODL based model of improving skills of learners either in job or as their pre-jobs requirement has great importance and relevance in countries like India where there is an urgent need of providing, cost effective training to a large number of untrained work force and need of continuing education at different levels for improve overall their skills and enable them to be part of the productive force in fast growing Indian economy.

BAJMC Bachelor of Arts (Journalism & Mass Communication)

SEMSTER I

CODE	SUBJECT	CREDIT	Internal assessment	External assessment	Duration of exam
	English I	4	30	70	3 hours
BAJMC101	Introduction to Journalism	4	30	70	3 hours
BAJMC102	Communication Skills	4	30	70	3 hours
BAJMC103	Mass Communication Concept & Processes	4	30	70	3 hours
BAJMC104	History & Industry of Mass Communication	4	30	70	3 hours
BAJMC105	Reporting & Editing Practical	4	30	70	3 hours
TOTAL		24	180	420	

SEMESTER II

CODE	SUBJECT	CREDIT	Internal assessment	External assessment	Duration of exam
	English II	4	30	70	3 hours
BAJMC106	Introduction to TV Journalism	4	30	70	3 hours
BAJMC107	Reporting Techniques & Skills	4	30	70	3 hours
BAJMC108	Editing: Concepts & Processes	4	30	70	3 hours
BAJMC109	Introduction to Print Media	4	30	70	3 hours
BAJMC110	Practical: TV Journalism	4	30	70	3 hours
TOTAL		24	180	420	

SEMESTER III

CODE	SUBJECT	CREDIT	Internal assessment	External assessment	Duration of exam
BAJMC111	Basics of Camera, Lights and Sound Television	4	30	70	3 hours
BAJMC112	Advertising and Public Relations	4	30	70	3 hours
BAJMC113	Press Laws and Media Ethics	4	30	70	3 hours
BAJMC114	Event Management: Principles & Method	4	30	70	3 hours
BAJMC115	Information Technology	2	30	70	3 hours
BAJMC116	Practical	2	30	70	3 hours
TOTAL		20	180	420	

SEMESTER IV

CODE	SUBJECT	CREDITS	Internal assessment	External assessment	Duration of exam
BAJMC117	Global Comparative Media	4	30	70	3 hours
BAJMC118	Television Production: Idea to Screen	4	30	70	3 hours
BAJMC119	Computer Application For Journalism	4	30	70	3 hours
BAJMC120	Introduction to Sociology	2	30	70	3 hours
BAJMC121	Print Media & Photo Journalism	4	30	70	3 hours
BAJMC122	Practical	2	30	70	3 hours
TOTAL CREDITS		20	180	420	

SEMESTER V

CODE	SUBJECT	CREDITS	Internal assessment	External assessment	Duration of exam
BAJMC123	Advertising: Concepts & Principles	4	30	70	3 hours
BAJMC124	Cyber Journalism	4	30	70	3 hours
BAJMC125	Radio Techniques	4	30	70	3 hours
BAJMC126	Organization & Management	4	30	70	3 hours
BAJMC127	Practical	4	30	70	3 hours
TOTAL CREDITS		20	150	350	

SEMESTER VI

CODE	SUBJECT	CREDITS	Internal assessment	External assessment	Duration of exam
BAJMC128	World Media Scenario	4	30	70	3 hours
BAJMC129	Government information System	4	30	70	3 hours
BAJMC130	Indian Society & Social Structure	4	30	70	3 hours
BAJMC131	Media Research	4	30	70	3 hours
BAJMC132	Project Report	4	30	70	3 hours
	TOTAL CREDITS	20	150	350	